NEW ITEM TREND REPORT

KEY ACCOUNT

PERIOD 13 WEEKS ENDING 01/04/86 (FROM WEEK ENDING 10/12/85)

DOLLAR SALES

			WEEK ENDING 10/12	10/19	10/26	11/02	11/09	11/16	11/23	11/30	12/07	12/14	12/21	12/28	01/04	TOTAL	AVG SALES
TOTAL CATEGORY			2382M	2449M	2464M	2546M	2501M	2347M	2121M	1763M	2395M	2321M	1998M	1884M	2385M	29147M	2257M
TOTAL NEW ITEMS 42			9208	11999	13424	16100	25708	31461	25498	28726	41138	49841	42088	32508	53165	380837	29280
BNQT H-B CHK NUGT UFD FZ	24	OZ											8861	2985	3620	15466	5155
STFR FTTCN PRNVR UFD FZ	10 625	OZ			1244	1818	3088	3544	3496	3518	6185	9650	4564	3733	6575	47412	4310
B G PA SHLBNE SC/MZ UFD FZ	10	OZ	307	1158	1754	1608	1854	5251	2987	4745	2581	2284	1913	1270	2197	29945	2305
STFR LNG/PESTO SC UFD FZ	8 25	OZ			132	722	1761	1905	1933	1723	3114	5886	2530	1749	3402	24868	2261
MRS BUDD'S POT PIE CHICKN	12	OZ	3011	2184	2882	2494	2003	2715	1654	1481	2841	2724	1993	1471	1858	29004	2231
O-CR LT LN EGPLT PARM UFD FZ	32	OZ					879	2073	1992	1359	2384	2050	1744	1332	2925	18710	1857
W W IRK STF/ORS/VG LC 2FD FZ	8 5	OZ								973	1741	1871	1856	1468	3074	10984	1831
O-CR LT LN RAV/VG GNDE UFD FZ	32	OZ					1345	2142	1947	1692	1729	1960	1456	1233	2292	15759	1755

UNIT SALES

			WEEK ENDING 10/12	10/19	10/26	11/02	11/09	11/16	11/23	11/30	12/07	12/14	12/21	12/28	01/04	TOTAL	AVG SALES
TOTAL CATEGORY			1356M	1393M	1426M	1527M	1481M	1343M	1187M	996733	1393M	1330M	1143M	947175	1328M	1884MM	1298M
TOTAL NEW ITEMS			5228	7147	8057	9868	14720	19440	14880	17838	25304	33833	22321	17492	27350	223208	17177
BNQT H B CHK NUGT UFD FZ	24	OZ											1779	599	726	3105	1035
STFR FTTCN PRNVR UFD FZ	10 625	OZ			734	1073	1824	2081	2056	2179	4068	6387	2736	2226	3936	29300	2684
B-G PA SHLBNE SC/MZ UFD FZ	10	OZ	195	754	1091	1015	1128	4059	1991	3522	1772	1496	1337	858	1417	20037	1587
STFR LNG/PESTO SC UFD FZ	8 25	OZ			35	528	1230	1347	1382	1252	2507	5026	1850	1255	2446	18957	1722
MRS BUDD'S POT PIE CHICKN	12	OZ	1917	1459	1750	1450	1140	1268	936	835	1856	1659	1129	835	1038	17271	1329
O-CR LT LN EGPLT PARM UFD FZ	32	OZ					309	699	667	430	762	656	547	417	923	5410	801
W W IRK STF/ORS/VG LC 2FD FZ	8 5	OZ								310	647	696	690	546	1143	4032	672
O-CR LT LN RAV/VG GNDE UFD FZ	32	OZ					441	733	831	543	544	619	462	388	708	5066	563

% STORES REPORTING SALES

			WEEK ENDING 10/12	10/19	10/26	11/02	11/09	11/16	11/23	11/30	12/07	12/14	12/21	12/28	01/04
TOTAL CATEGORY			100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL NEW ITEMS			81	87	88	87	94	98	98	93	100	100	87	89	99
BNQT H B CHK NUGT UFD FZ	24	OZ											6	6	8
STFR FTTCN PRNVR UFD FZ	10 625	OZ			11	20	38	50	52	57	59	69	70	69	74
B G PA SHLBNE SC/MZ UFD FZ	10	OZ	10	22	36	38	44	58	64	82	84	58	59	52	57
STFR LNG/PESTO SC UFD FZ	8 25	OZ			3	22	32	44	43	49	53	65	69	81	71
MRS BUDD'S POT PIE CHICKN	12	OZ	35	35	34	31	31	30	28	33	38	34	33	24	30
O-CR LT LN EGPLT PARM UFD FZ	32	OZ					16	29	31	34	40	37	42	41	51
W W IRK STF/ORS/VG LC 2FD FZ	8 5	OZ								11	20	21	25	24	28
O-CR LT LN RAV/VG GNDE UFD FZ	32	OZ					22	24	29	29	33	39	35	39	39

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